

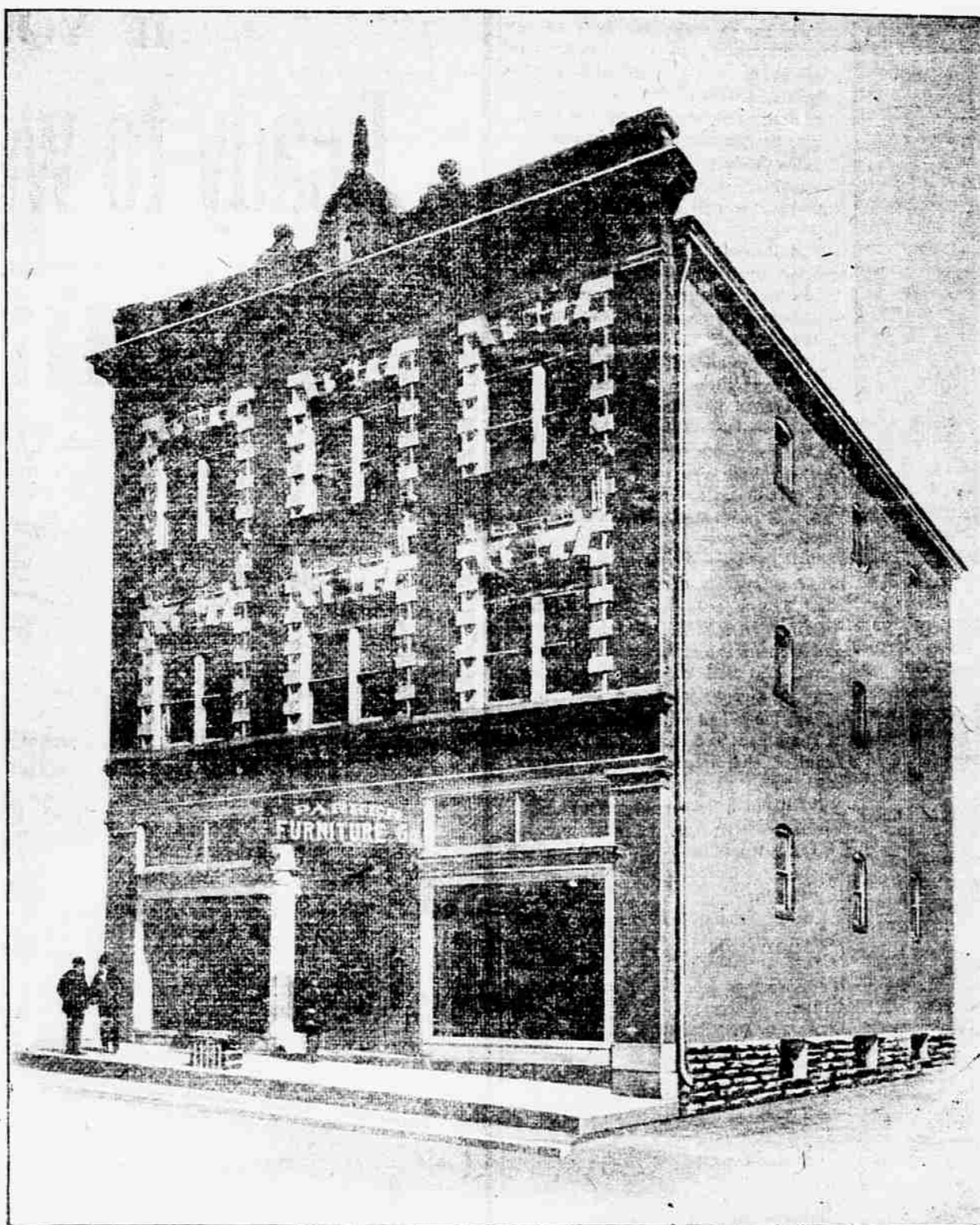
THE PARKER FURNITURE COMPANY

Most Handsomely Appointed Establishment in Central Missouri.

We can furnish
your home
from
Parlor to Kitchen

Low Price is
our
Chief Attraction.

Our Store is the
Place to Buy
Your Furniture.



Home of the Parker Furniture Co. No. 16 North Tenth Street, Columbia, Mo.

We carry a very
complete line of
Rugs and Curtains

We can save you
Money on Any-
thing in our line.

Largest Stock in
Central Missouri
to select from.

THE BOONE COUNTY MILL

Boone County is justly proud of its magnificent milling plant located at Columbia. It is the largest mill in the county and one of the largest in Central Missouri.

The building is four stories high and built of brick. The mill proper was built in 1896 after an old mill had been destroyed by fire. In 1906 several large additions were made and now the building covers one fourth of a city block down town besides a large hay warehouse alongside the Wash tracks.

The mill will make 150 barrels of flour per day. The granary will hold 100,000 bushels of wheat. Power to run this large establish is generated by a 150 horse power engine.

The brands of flour made at the Boone County Mill and they are brands known all over Missouri, are the High Patent and Columbia Belle. Besides flour the mill makes corn meal and corn products and handles a complete line of feed including hay and alfalfa. Their downtown feed warehouse will measure about 80 feet by 150 feet. The Company also does a large shipping business. Although they have shipped in more than the amount of wheat they buy locally to run the Mill still they ship out a large amount of wheat. They buy a large percentage of the crop and only keep for their own use the very best grade of milling wheat.

The company employs twenty men the year round. They keep two wagons constantly busy delivering their flour to Columbia merchants.

W. T. Anderson is President of the Milling Company and J. M. Baker, Secretary. Both are able business men and under their management the Boone County Mill has been constantly growing. The Mill is one of the show places of the town and every Columbia visitor is given an opportunity to look at the Boone County Mill.

More Fixtures For Gant-Ellison Store.

The Gant-Ellison Co. have just received and are now having installed a carload of new fixtures. This will probably be a surprise to everyone as it was the general opinion that in the matter of fixtures and furniture for the store the Gant-Ellison Company was equal to any store in Central Missouri, and indeed some people went so far as to say that no store in St. Louis or Kansas City was any richer than this new establishment which deals exclusively in ladies' wants.

The new fixtures include a complete equipment for an infants and childrens department. As is the case with all the furniture it is of mahogany. It is made to conform with the other departments of the store. New cases for an extensive display of furs have also been received and are now being installed.

Display cabinets with plate glass

doors have been placed above the shelving in many of the departments. Noticeably in the corset department where all the corset forms will be displayed in glass cases above the shelves.

Around the balcony at the front and sides of the store is being placed a beautiful art railing with newel posts every ten feet. Large tungsten lamps will be fastened to the tops of the posts and the effect will be very beautiful.

The business department and the balcony at the back of the store have also been refurnished. Along the entire front Florentine glass in panels has been placed. On the balcony are the alteration room, the ladies' dressing room, the cashier's room, the window trimmers room and the private offices of Mr. Gant and Mr. Ellison.

Handsome as the store was these new fixtures have added much to its appearance and it is now the most beautiful store room in Central Missouri without a doubt.

THE E. W. STEPHENS PUB. CO.

The oldest industrial enterprise of any consequence in Columbia is the E. W. Stephens Publishing Co. For years this firm was practically the only in the city known of outside its limits. For years it has been known as the largest publishing house in the state outside of St. Louis or Kansas City.

The firm now employs between eight

ty and one hundred men the year round. E. W. Stephens started in the business just 40 years ago when he bought the Columbia Missouri Herald. Fifteen years later he added the publishing department and fifteen years after that he sold the Herald and confined himself strictly to the publishing business. He has associated his two sons, J. L. and E. S. Stephens in the business with himself of late years hence the name E. W. Stephens Publishing Company.

The firm does all kinds of printing, binding, stereotyping and job printing. They are printing or have printed the state reports for Missouri, Tennessee, Arkansas, Iowa, New Mexico, Illinois, California, Utah and Oregon, and practically all the large stock records in the country.

They have five linotype machines running with two shifts the year round. The building is 80 by 140 feet. Press room and composing rooms are down stairs and the bindery up-stairs.

Large as it is the Company is outgrowing its building and more room is badly needed. The present building was erected in 1892. Although the first industry of any importance in the county the E. W. Stephens Publishing Co. is still the largest owned exclusively by Columbia people and prospects are that it will be many years before another enterprise ousts it from its position at the head of Columbia owned industries.

WERDEMAN'S CIGAR FACTORY

T. F. Werdeeman makes cigars for Columbia and Boone County. Mr. Werdeeman came to Columbia from Chillicothe, Mo. last April and opened a factory in the City Hall building. He began by making one brand of cigars, "The Sultan." This is a five-cent cigar. The demand for that soon became so great that he began making another brand also a five-cent cigar which he calls "The Columbia."

Both brands are handled by practically every cigar dealer in Columbia. The demand here has been so great that Mr. Werdeeman has been unable to make sufficient cigars to supply the trade.

He expects to start three or four men making his cigars early in the fall. He will then put a man on the road and sell his brands all over the state.

Mr. Werdeeman has been a cigar manufacturer for sixteen years. He knows the hold a cigar has on the smoking public and there are none better made than "The Sultan" and "The Columbia."

BELCHER WHOLESALE GROCERY

The Belcher Wholesale Grocery Company is doing its share toward putting Columbia on the map as an industrial center. The Company was organized and started business January first, 1909. It is composed of J. N. Belcher, President, and L. D. Benedict, secretary. Mr. Belcher, the president and manager of the company has been in the grocery business for thirty years. He has travelled all over Central Missouri and is known to every retailer from the man at the cross-roads store to the proprietor of the largest store in the cities. And he sold them all. His uniform success in selling goods for others induced him to try it for himself and the experiment has been successful.

L. D. Benedict the secretary of the company has also had many years experience as a retailer. R. L. Vandiver and Shelby Gordon represent the company on the road.

Knowing just what the retailer needs has enabled Mr. Belcher to supply them and still not have all the capital of the company tied up in a large stock of goods. This has enabled the Belcher Grocer Company to fill orders at uniformly low prices and has been a big factor in the upbuilding of their trade. They report an increase of business of over 100 per cent for 1910 as over 1909, the first year they were in business.

As an example of the hustling qualities of the firm, their entire stock of goods was destroyed by fire at midnight, April 14th, of this year. At ten o'clock the following morning the firm was established in other quarters with a new stock of goods and filling their orders promptly.

They make a specialty of coffees, candies and cigars. Their stock of cigars is as large and as well selected as that carried by any wholesale grocery house in the state.

Shortly after September the first, they expect to move into a new building now being erected for them at the corner of Tenth and Cherry streets.

Phillips and Phillips, Contractors.

No job is too big for Phillips and Phillips. This firm of contractors go after everything and some of the most beautiful buildings in Columbia were erected by them. The partnership is composed of G. B. and J. H. Phillips, brothers. They were born and raised in Boone County and have been in the contracting business separately for years. The firm was formed last year. They are not only contractors

and builders but architects as well and G. B. Phillips makes a specialty of plans and designs for residences.

Since forming a partnership they have remodeled the Wheeler Jewelry Store building and put in a new enameled brick and plate glass front which is one of the most beautiful in the city. They have erected the magnificent brick residence of Col. J. A. Hudson in Westwood and several other fine dwellings.

At present they are engaged in completing the Miller building, a handsome three story brick business house which will be one of the show places in Columbia, and have just started work on an extensive addition to Christian College which they hope to have completed before winter. The Christian College contract is the largest that has been secured by a Columbia contractor for years.

In the bidding on the new \$120,000 High School building they were second out of a bunch of eighteen bidders. They also submitted a bid on the \$100,000 Agricultural building recently completed.

Phillips and Phillips are thoroughly imbued with the spirit of progressiveness so prevalent in Columbia. They see a great building boom for the city and have prepared themselves to be able to take care of anything that may be asked of them. It is safe to say that whatever building may be done here, this firm will get their share.

DAY & CRUMP

Day and Crump are the miller and grain dealers of the northern part of the county. They are located at Centra in the midst of one of the best agricultural regions of the state. They have a small but well equipped mill and manufacture corn meal and corn chops on a large scale. They also handle all kinds of feed and several brands of flour.

They have a large storage granary and buy and ship corn and oats. Their yearly shipments of corn average 75,000 bushels and of oats about 60,000 bushels.

They make a specialty of buying and selling to stock feeders in Boone and Audrain counties. They dispose of many cars of grain every year this way selling to the large feeders between Centra and Columbia.

You can't afford to miss this; any suit in "The Rochester" during August, \$10, blues and blacks excluded.



A SCENE ON THE AUSTIN-CONLEY DAIRY FARM